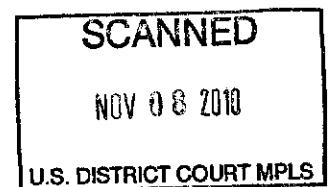


DCV4497 RHK/FLN

Exh A-H

Exhibit A



United States of America

United States Patent and Trademark Office

MATERIAL GIRLS

Reg. No. 3,797,628

Registered June 1, 2010

Int. Cls.: 3 and 5

TRADEMARK

PRINCIPAL REGISTER

RWACHSBERG HOLDINGS INC. (CANADA COMPANY)
20 GRANITERIDGE ROAD
CONCORD, CANADA L4K 5M8

FOR: (BASED ON 44(E)) NON-MEDICATED PERSONAL CARE PRODUCTS, NAMELY, SHAMPOOS AND HAIR CONDITIONERS, SKIN MOISTURIZERS, HUMAN BODY CONDITIONING AND SKIN TREATMENT LOTIONS, HUMAN BODY CONDITIONING AND SKIN TREATMENT CREAMS, ANTI-AGING AND STRETCH MARK CREAMS, LOTIONS AND CREAMS FOR HANDS, NAILS, SKIN, FACE, HAIR, VARICOSE VEINS, FOOT AND LEG MUSCLES AND JOINTS, DEPILATORY LOTIONS AND CREAMS, SHAVING LOTIONS AND CREAMS, NON-MEDICATED SKIN CARE PREPARATIONS, NAMELY, LOTIONS AND CREAMS FOR TREATING DRY AND DAMAGED SKIN, ANTI-AGING, FIRMING, ANTI-WRINKLE, STRETCH MARKS, UNDER EYE AND EYELID FIRMING, GELS, NAMELY, DEPILATORY GELS, SHAVING GELS, SHOWER GELS, MOISTURIZING AND ANTI-AGING GELS, STRETCH MARK GELS, OILS, NAMELY, BATH OILS, BODY OILS, COSMETIC OILS, AND NUTRITIONAL OILS FOR COSMETIC PURPOSES, NON-MEDICATED HUMAN BODY SERUMS, PETROLEUM JELLY FOR COSMETIC PURPOSES, COSMETIC SUN PROTECTION CREAMS, SOAPS, LIQUID SOAPS, BAR SOAPS, ANTI-BACTERIAL LIQUID SOAPS, ANTI-BACTERIAL BAR SOAPS, HAND SANITIZERS, HUMAN BODY SPRAYS, REFRESHER BODY SPRAYS, BODY WASHING SOAPS BUBBLE BATH, BODY AND FACIAL SCRUBS, MASKS, NAMELY, BEAUTY MASKS, FACIAL MASKS, BODY MASKS, GEL EYE MASKS, SKIN MASKS, AND SKIN MOISTURIZER MASKS, FACE PEELS, NON-MEDICATED SKIN CARE PREPARATIONS, AND WRINKLE REMOVING SKIN CARE PREPARATIONS, SUN CREAMS AND LOTIONS WITH AND WITHOUT SPF INCLUDING SUNLESS TANNING CREAM, SUNBLOCK, TALCUM POWDER, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).



FOR: NUTRITIONAL SUPPLEMENTS FOR HUMAN CONSUMPTION; BARS FOR HUMAN CONSUMPTION, NAMELY, MEAL REPLACEMENT BARS, VITAMINS AND MINERALS FORMED AND PACKAGED AS BARS, POWDERS FOR HUMAN CONSUMPTION, NAMELY, POWDERED NUTRITIONAL SUPPLEMENT DRINK MIXES, MEAL REPLACEMENT POWDERS, SHAKES FOR HUMAN CONSUMPTION, NAMELY, MEAL REPLACEMENT SHAKES, VITAMINS FOR HUMAN CONSUMPTION, NUTRITIONAL SUPPLEMENTS FOR HUMAN CONSUMPTION, DIETARY SUPPLEMENTS FOR HUMAN CONSUMPTION, NUTRACEUTICALS FOR HUMAN USE, FOR ANTI-AGING, ANTI-WRINKLES, SKIN CONDITIONING, SKIN FIRMING, WEIGHT LOSS AND WEIGHT MAINTENANCE, NAMELY, PILLS, CAPSULES, GEL CAPS AND TABLETS; MEDICATED SKIN CARE PREPARATIONS FOR HUMAN USE IN THE FORM OF DAYTIME AND NIGHTTIME PILLS, CAPSULES, GEL CAPS AND TABLETS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

David J. Kyfas

Director of the United States Patent and Trademark Office

FIRST USE 7-16-2005; IN COMMERCE 8-25-2005.

Reg. No. 3,797,628 THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF CANADA REG. NO. TMA714977, DATED 5-23-2008, EXPIRES 5-23-2023.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIRLS", APART FROM THE MARK AS SHOWN.

SN 78-746,301, FILED 11-3-2005.

ELI HELLMAN, EXAMINING ATTORNEY

Exhibit B



Exhibit C

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0008 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77886045

Filing Date: 12/04/2009

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	MATERIAL GIRL
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERARY ELEMENT	MATERIAL GIRL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTRATION	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Material Girl Brand, LLC
INTERNAL ADDRESS	c/o Richard Feldstein Nigro Karin Segal
*STREET	10100 Santa Monica Blvd.
*CITY	Los Angeles
*STATE (Required for U.S. Applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE	90067

(Required for U.S. applicants only)	
EMAIL ADDRESS	atarshis@iconixbrand.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED LIABILITY COMPANY
* STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	003
IDENTIFICATION	Body lotion; Body scrub; Body sprays; Cosmetics and make-up; Liquid soaps for hands, face and body; Perfume
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	009
IDENTIFICATION	Cases for eyeglasses and sunglasses; Eyeglasses; Frames for spectacles and sunglasses; Sunglasses
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	014
IDENTIFICATION	Ankle bracelets; Bangle bracelets; Bracelets; Earrings; Jewelry; Necklaces; Rings; Watches
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	018
IDENTIFICATION	Briefcases; Change purses; Coin purses; Credit card cases; Handbags; Knapsacks; Leather purses; Luggage; Overnight bags; Pocketbooks; Purses; Travel cases; Wallets
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	025
IDENTIFICATION	Belts for clothing; Boots; Bras; Coats; Dress shirts; Gloves; Hats; Jackets; Jeans; Knit shirts; Lingerie; Long-sleeved shirts; Night shirts; Overcoats; Pants; Rain coats; Sandals; Scarves; Shoes; Shorts; Skirts and dresses;

	Socks; Sweaters; Swimwear; T-shirts; Underwear
*FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
CORRESPONDENCE INFORMATION	
*NAME	Andrew R. Tarshis
FIRM NAME	Iconix Brand Group, Inc.
INTERNAL ADDRESS	3rd Floor
*STREET	1450 Broadway
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE	10018
*EMAIL ADDRESS	atarshis@iconixbrand.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	5
FEE PER CLASS	275
*TOTAL FEE PAID	1375
SIGNATURE INFORMATION	
*SIGNATURE	/atarshis/

* SIGNATORY'S NAME	Andrew R. Tarshis
* SIGNATORY'S POSITION	EVP
* DATE SIGNED	12/04/2009

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 77886045

Filing Date: 12/04/2009

To the Commissioner for Trademarks:

MARK: MATERIAL GIRL (Standard Characters, see mark)

The literal element of the mark consists of MATERIAL GIRL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, Material Girl Brand, LLC, a limited liability company legally organized under the laws of Delaware, having an address of

c/o Richard Feldstein Nigro Karin Segal,
10100 Santa Monica Blvd.
Los Angeles, California 90067
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 003: Body lotion; Body scrub; Body sprays; Cosmetics and make-up; Liquid soaps for hands, face and body; Perfume

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 009: Cases for eyeglasses and sunglasses; Eyeglasses; Frames for spectacles and sunglasses; Sunglasses

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 014: Ankle bracelets; Bangle bracelets; Bracelets; Earrings; Jewelry; Necklaces; Rings; Watches

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 018: Briefcases; Change purses; Coin purses; Credit card cases; Handbags; Knapsacks; Leather purses; Luggage; Overnight bags; Pocketbooks; Purses; Travel cases; Wallets

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 025: Belts for clothing; Boots; Bras; Coats; Dress shirts; Gloves; Hats; Jackets; Jeans; Knit shirts; Lingerie; Long-sleeved shirts; Night shirts; Overcoats; Pants; Rain coats; Sandals; Scarves; Shoes; Shorts; Skirts and dresses; Socks; Sweaters; Swimwear; T-shirts; Underwear

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

Correspondence Information: Andrew R. Tarshis

3rd Floor
1450 Broadway
New York, New York 10018
atarshis@iconixbrand.com (authorized)

A fee payment in the amount of \$1375 has been submitted with the application, representing payment for 5 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is

properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /atarshis/ Date Signed: 12/04/2009

Signatory's Name: Andrew R. Tarshis

Signatory's Position: EVP

RAM Sale Number: 7720

RAM Accounting Date: 12/04/2009

Serial Number: 77886045

Internet Transmission Date: Fri Dec 04 10:57:06 EST 2009

TEAS Stamp: USPTO/FTK-38.105.225.1-20091204105706498

906-77886045-460396d1e9ac6ace7194e0182b5

1b41be-DA-7720-20091204104406080231

MATERIAL GIRL

Exhibit D

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-05 11:37:22 ET

Serial Number: 77886045 Assignment Information Trademark Document Retrieval

Registration Number: (NOT AVAILABLE)

Mark

MATERIAL GIRL

(words only): MATERIAL GIRL

Standard Character claim: Yes

Current Status: An opposition is now pending at the Trademark Trial and Appeal Board.

Date of Status: 2010-08-19

Filing Date: 2009-12-04

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

**Attorney Assigned:
LE KHANH M**

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-06-14

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Material Girl Brand, LLC

Address:

Material Girl Brand, LLC
c/o Richard Feldstein Nigro Karin Segal 10100 Santa Monica Blvd.
Los Angeles, CA 90067
United States

Legal Entity Type: Limited Liability Company**State or Country Where Organized:** Delaware

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Cases for eyeglasses and sunglasses; Eyeglasses; Frames for spectacles and sunglasses; Sunglasses

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 014**Class Status:** Active

Ankle bracelets; Bangle bracelets; Bracelets; Earrings; Jewelry; Necklaces; Rings; Watches

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 018**Class Status:** Active

Briefcases; Change purses; Coin purses; Credit card cases; Handbags; Knapsacks; Leather purses; Luggage; Overnight bags; Pocketbooks; Purses; Travel cases; Wallets

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 025**Class Status:** Active

Belts for clothing; Boots; Bras; Coats; Dress shirts; Gloves; Hats; Jackets; Jeans; Knit shirts; Lingerie; Long-sleeved shirts; Night shirts; Overcoats; Pants; Rain coats; Sandals; Scarves; Shoes; Shorts; Skirts and dresses; Socks; Sweaters; Swimwear; T-shirts; Underwear

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-08-19 - Opposition instituted for Proceeding
2010-08-19 - Extension Of Time To Oppose Received
2010-07-20 - Notice Of Publication E-Mailed
2010-07-20 - Published for opposition
2010-06-14 - Law Office Publication Review Completed
2010-06-14 - Assigned To LIE
2010-05-28 - Approved For Pub - Principal Register
2010-05-11 - Examiner's Amendment Entered
2010-05-11 - Notification Of Examiners Amendment E-Mailed
2010-05-11 - EXAMINERS AMENDMENT E-MAILED
2010-05-11 - Examiners Amendment -Written
2010-03-09 - Notification Of Letter Of Suspension E-Mailed
2010-03-09 - Letter of suspension e-mailed
2010-03-09 - Suspension Letter Written
2010-03-09 - Assigned To Examiner
2009-12-11 - New Application Office Supplied Data Entered In Tram
2009-12-08 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Correspondent

ROBERTA S. BREN
OBLON SPIVAK MCCLELLAND MAIER NEUSTADT,
1940 DUKE STREET
ALEXANDRIA, VA 22314

Exhibit E

PTO Form 1476 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85036126

Filing Date: 05/12/2010

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	MATERIAL GIRL
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MATERIAL GIRL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTERED	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	MG ICON LLC
*STREET	1450 Broadway
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	10018

EMAIL ADDRESS	atarshis@iconixbrand.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED LIABILITY COMPANY
*STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	003
IDENTIFICATION	Body lotions; Cosmetics; Perfume
*FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS SECTION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION (if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
DISCLAIMER	No claim is made to the exclusive right to use girl apart from the mark as shown.
CORRESPONDENCE INFORMATION	
*NAME	Andrew R. Tarshis
*FIRM NAME	Iconix Brand Group, Inc.
*STREET	1450 Broadway
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE	10018
*EMAIL ADDRESS	atarshis@iconixbrand.com

*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	1
FEE PER CLASS	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
* SIGNATURE	/atarshis/
* SIGNATORY'S NAME	Andrew R. Tarshis
* SIGNATORY'S POSITION	EVP
* DATE SIGNED	05/12/2010

PTO Form 1478 (Rev 8/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85036126

Filing Date: 05/12/2010

To the Commissioner for Trademarks:

MARK: MATERIAL GIRL (Standard Characters, see mark)

The literal element of the mark consists of MATERIAL GIRL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, MG ICON LLC, a limited liability company legally organized under the laws of Delaware, having an address of

1450 Broadway

New York, New York 10018

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 003: Body lotions; Cosmetics; Perfume

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

No claim is made to the exclusive right to use girl apart from the mark as shown.

Correspondence Information: Andrew R. Tarshis

1450 Broadway
New York, New York 10018
atarshis@iconixbrand.com (authorized)

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /atarshis/ Date Signed: 05/12/2010

Signatory's Name: Andrew R. Tarshis

Signatory's Position: EVP

RAM Sale Number: 7683

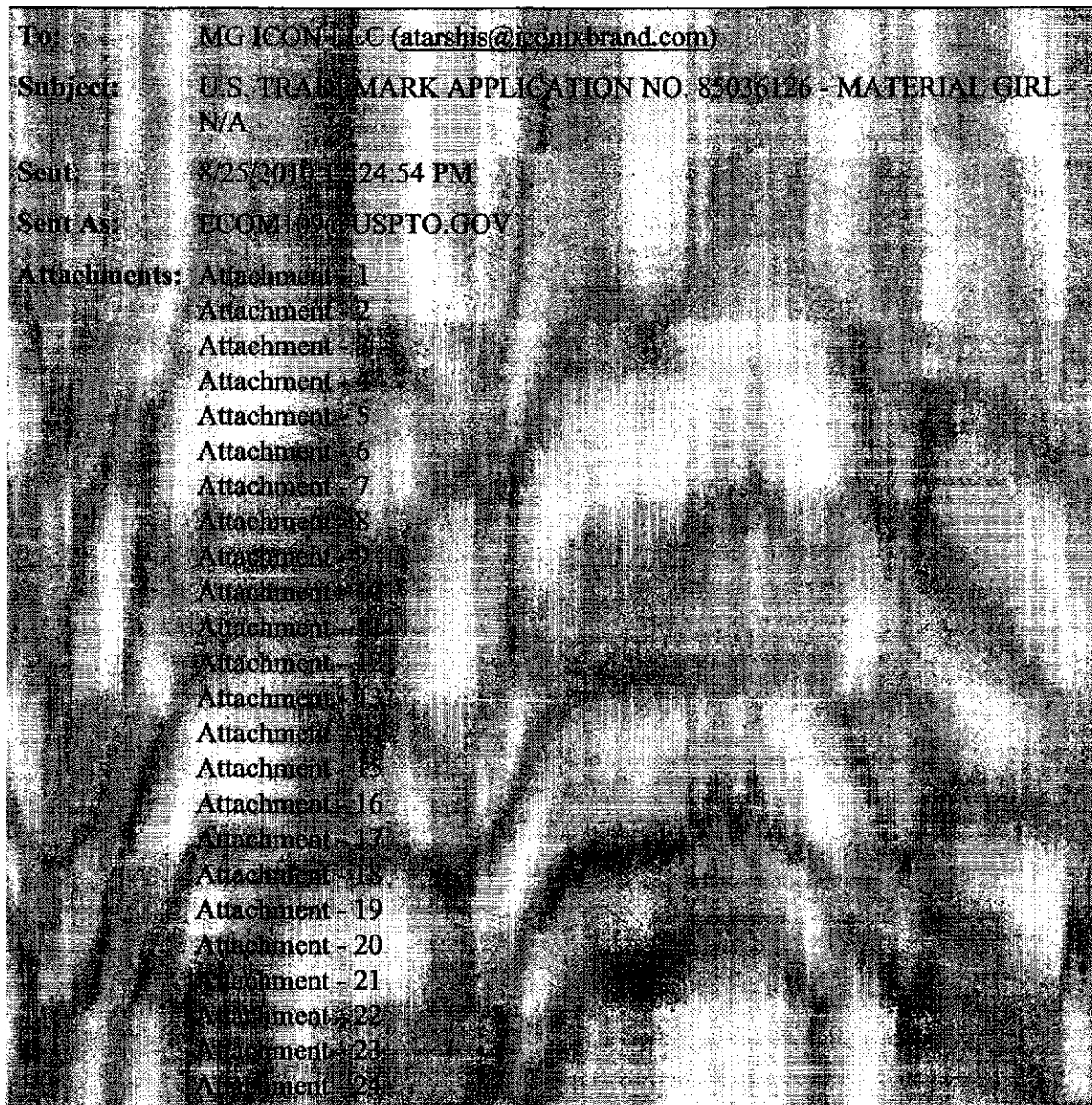
RAM Accounting Date: 05/12/2010

Serial Number: 85036126

Internet Transmission Date: Wed May 12 10:34:41 EDT 2010
TEAS Stamp: USPTO/FTK-38.105.225.1-20100512103441005
582-85036126-46054e0af5e1cf0c3295775b11e
94d1966-DA-7683-20100512102440727354

MATERIAL GIRL

Exhibit F



**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

APPLICATION SERIAL NO. 85/036126

MARK: MATERIAL GIRL

85036126

CORRESPONDENT ADDRESS:

ANDREW R. TARSHIS
ICONIX BRAND GROUP, INC.
1450 BROADWAY
NEW YORK, NY 10018-2201

CLICK HERE TO RESPOND TO THIS LETTER:

<http://www.uspto.gov/teas/eTEASpageD.htm>

APPLICANT: MG ICON LLC

CORRESPONDENT'S REFERENCE/DOCKET

NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

atarshis@iconixbrand.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 8/25/2010

TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT

FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. *See* 37 C.F.R. §2.23(a)(1). For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. In appropriate situations and where all issues can be resolved by amendment, responding by telephone to authorize an examiner's amendment will not incur this additional fee.

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Section 2(d) – Likelihood of Confusion

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 3797628. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the enclosed registration.

Taking into account the relevant *du Pont* factors, a likelihood of confusion determination in this case involves a two-part analysis. The marks are compared for similarities in their appearance, sound, connotation and commercial impression. TMEP §§1207.01, 1207.01(b). The goods and/or services are compared to determine whether they are similar or commercially related or travel in the same trade channels. *See Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002); *Han Beauty, Inc. v. Alberto-Culver Co.*, 236 F.3d 1333, 1336, 57 USPQ2d 1557, 1559 (Fed. Cir. 2001); TMEP §§1207.01, 1207.01(a)(vi).

Mark

The applicant's mark, MATERIAL GIRL, is virtually identical to registered mark, MATERIAL GIRLS. The only difference in the marks is the registrant pluralized the term GIRL in. This difference does not alter the commercial impression of the marks.

Trademarks consisting of the singular and plural forms of the same term are essentially the same mark. *See Wilson v. Delaunay*, 245 F.2d 877, 878, 114 USPQ 339, 341 (C.C.P.A. 1957) (finding no material difference between the singular and plural forms of ZOMBIE such that the marks were considered the same mark); *In re Pix of Am., Inc.*, 225 USPQ 691, 692 (TTAB 1985) (noting that the pluralization of NEWPORT is "almost totally insignificant" in terms of likelihood of confusion among purchasers); *In re Sarjanian*, 136 USPQ 307, 308 (TTAB 1962) (finding no material difference between the singular and plural forms of RED DEVIL).

Goods

The applicant's goods are "Body lotions; Cosmetics; Perfume." The registrant's goods are "Non-medicated personal care products, namely, shampoos and hair conditioners, skin moisturizers, human body conditioning and skin treatment lotions, human body conditioning and skin treatment creams, anti-aging and stretch mark creams, lotions and creams for hands, nails, skin, face, hair, varicose veins, foot and leg muscles and joints, depilatory lotions and creams, shaving lotions and creams, non-medicated skin care preparations, namely, lotions and creams for treating dry and damaged skin, anti-aging, firming, anti-wrinkle, stretch marks, under eye and eyelid firming; gels, namely, depilatory gels, shaving gels, shower gels, moisturizing and anti-aging gels, stretch mark gels, oils, namely, bath oils, body oils, cosmetic oils, and nutritional oils for cosmetic purposes, non-medicated human body serums, petroleum jelly for cosmetic purposes, cosmetic sun protection creams, soaps, liquid soaps, bar soaps, anti-bacterial liquid soaps, anti-bacterial bar soaps, hand sanitizers, human body sprays, refresher body sprays, body washing soaps bubble bath; body and facial scrubs, masks, namely, beauty masks, facial masks, body masks, gel eye masks, skin masks, and skin moisturizer masks, face peels, non-medicated skin care preparations, and wrinkle removing skin care preparations, sun creams and lotions with and without SPF including sunless tanning cream, sunblock, talcum powder."

The registrant's good are various types of lotions and cosmetics. Additionally, the applicant's goods, specifically perfumes are very related to the registrant's goods. Attached are copies of printouts from the USPTO X-Search database, which show third-party registrations of marks used in connection with the same or similar goods as those of applicant and registrant in this case. These printouts have probative value to the extent that they serve to suggest that the goods listed therein, namely perfumes, shampoo, skin care preparations, and soaps, are of a kind that may emanate from a single source. *In re Infinity Broad*.

Corp. of Dallas, 60 USPQ2d 1214, 1217-18 (TTAB 2001); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988); TMEP §1207.01(d)(iii).

Likelihood of confusion is determined on the basis of the goods as they are identified in the application and registration. *Hewlett-Packard Co. v. Packard Press Inc.*, 281 F.3d 1261, 1267-68, 62 USPQ2d 1001, 1004-05 (Fed. Cir. 2002); *In re Shell Oil Co.*, 992 F.2d 1204, 1207 n.4, 26 USPQ2d 1687, 1690 n.4 (Fed. Cir. 1993); *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1637-38 (TTAB 2009); TMEP §1207.01(a)(iii).

In this case, applicant's goods are identified broadly. Therefore, it is presumed that the application encompasses all goods of the type described, including those in the registrant's more specific identification, that they move in all normal channels of trade, and that they are available to all potential customers. See TMEP §1207.01(a)(iii); see, e.g., *In re Americor Health Servs.*, 1 USPQ2d 1670, 1670-71 (TTAB 1986); *In re Equitable Bancorporation*, 229 USPQ 709, 710 (TTAB 1986).

Accordingly, because confusion as to source is likely, registration is refused under Trademark Act Section 2(d) based on a likelihood of confusion.

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. See *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); see *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1025 (Fed. Cir. 1988).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant has questions about its application or this Office action, please contact the assigned trademark examining attorney at the telephone number below.

/csobral/
Christina M. Sobral
Trademark Attorney
Law Office 109
571.272.5703

TO RESPOND TO THIS LETTER: Use the Trademark Electronic Application System (TEAS) response form at <http://teasroa.uspto.gov/roa/>. Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

Print: Aug 25, 2010

78746301

DESIGN MARK

Serial Number

78746301

Status

REGISTERED

Word Mark

MATERIAL GIRLS

Standard Character Mark

Yes

Registration Number

3797628

Date Registered

2010/06/01

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Rwachsberg Holdings Inc. COMPANY CANADA 20 Graniteridge Road Concord
CANADA L4K 5M8

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
Nutritional supplements for human consumption; bars for human
consumption, namely, meal replacement bars, vitamins and minerals
formed and packaged as bars; powders for human consumption, namely,
powdered nutritional supplement drink mixes, meal replacement powders;
shakes for human consumption, namely, meal replacement shakes,
vitamins for human consumption, nutritional supplements for human
consumption, dietary supplements for human consumption; nutraceuticals
for human use, for anti-aging, anti-wrinkles, skin conditioning, skin
firming, weight loss and weight maintenance, namely, pills, capsules,
gel caps and tablets; medicated skin care preparations for human use
in the form of daytime and nighttime pills, capsules, gel caps and
tablets. First Use: 2005/07/16. First Use In Commerce: 2005/08/25.

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
(Based on 44(e)) Non-medicated personal care products, namely,

Print: Aug 25, 2010**78746301**

shampoos and hair conditioners, skin moisturizers, human body conditioning and skin treatment lotions, human body conditioning and skin treatment creams, anti-aging and stretch mark creams, lotions and creams for hands, nails, skin, face, hair, varicose veins, foot and leg muscles and joints, depilatory lotions and creams, shaving lotions and creams, non-medicated skin care preparations, namely, lotions and creams for treating dry and damaged skin, anti-aging, firming, anti-wrinkle, stretch marks, under eye and eyelid firming; gels, namely, depilatory gels, shaving gels, shower gels, moisturizing and anti-aging gels, stretch mark gels, oils, namely, bath oils, body oils, cosmetic oils, and nutritional oils for cosmetic purposes, non-medicated human body serums, petroleum jelly for cosmetic purposes, cosmetic sun protection creams, soaps, liquid soaps, bar soaps, anti-bacterial liquid soaps, anti-bacterial bar soaps, hand sanitizers, human body sprays, refresher body sprays, body washing soaps bubble bath; body and facial scrubs, masks, namely, beauty masks, facial masks, body masks, gel eye masks, skin masks, and skin moisturizer masks, face peels, non-medicated skin care preparations, and wrinkle removing skin care preparations, sun creams and lotions with and without SPF including sunless tanning cream, sunblock, talcum powder.

Foreign Country Name

CANADA

Foreign Registration Number

TMA714977

Foreign Registration Date

2008/05/23

Foreign Expiration Date

2023/05/23

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GIRLS" APART FROM THE MARK AS SHOWN.

Filing Date

2005/11/03

Examining Attorney

HELLMAN, ELI

Attorney of Record

Stephen R. Baird

MATERIAL GIRLS

Print: Aug 25, 2010

77345445

DESIGN MARK

Serial Number

77345445

Status

REGISTERED

Word Mark

NATURE...SCIENCE...IN HARMONY

Standard Character Mark

No

Registration Number

3737532

Date Registered

2010/01/12

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

Hinch, Nannette Barich INDIVIDUAL UNITED STATES 2025 Pinecrest Drive
San Martin CALIFORNIA 95046

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Body creams; Body lotions; Body masks; Body oils; Body scrub; Body
washes; Aromatherapy body care products, namely, body lotion, shower
gel, cuticle cream, shampoo, conditioner, non-medicated lip balm,
soap, body polish, body and foot scrub and non-medicated foot cream;
Bath and shower gels and salts not for medical purposes; Body cream
soap; Body deodorants; Body sprays; Facial beauty masks; Facial
cleansers; Facial cleansing milk; Facial concealer; Facial creams;
Facial lotion; Facial masks; Facial scrubs; Facial washes; Fragrances
and perfumery; Hair shampoos and conditioners; Make-up removing milk,
gel, lotions and creams; Shower and bath gel; Skin care preparations,
namely, fruit acid peels for skin; Skin care products, namely,
non-medicated skin serum; Wrinkle removing skin care preparations;
Body mask cream; Body sprays, namely, water in atomized containers
used to produce a cooling effect; Colognes, perfumes and cosmetics;
Conditioners; Deodorants for body care; Face and body creams; Face and
body lotions; Scented body lotions and creams; Scented body spray;

Print: Aug 25, 2010

77345445

Skin care preparations, namely, body balm; Sun care lotions. First Use: 2008/01/02. First Use In Commerce: 2008/01/02.

Description of Mark

The mark consists of black letters.

Colors Claimed

The color(s) black letters is/are claimed as a feature of the mark.

Filing Date

2007/12/06

Examining Attorney

OLANDRIA, WARREN L.

Nature...Science...In Harmony

Print: Aug 25, 2010

77407060

DESIGN MARK

Serial Number

77407060

Status

REGISTERED

Word Mark

AMBRE BLENDS

Standard Character Mark

Yes

Registration Number

3673888

Date Registered

2009/08/25

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Ambre LLC LIMITED LIABILITY COMPANY INDIANA 6109 Haverford Avenue
Indianapolis INDIANA 46220

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Aromatherapy body care products, namely, body lotion, shower gel,
cuticle cream, shampoo, conditioner, non-medicated lip balm, soap,
body polish, body and foot scrub and non-medicated foot cream; Body
and beauty care cosmetics; Body cream; Beauty creams; Skin care
preparation, namely, body polish; Face and body lotions; Cosmetics in
general, including perfumes; Oils for perfumes and scents. First Use:
2005/04/30. First Use In Commerce: 2005/04/30.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLENDS" APART FROM THE
MARK AS SHOWN.

Translation Statement

The foreign wording "AMBRE" in the mark translates into English as
"AMBER".

Print: Aug 25, 2010

77407060

Filing Date

2008/02/27

Examining Attorney

BUSH, KAREN K.

Attorney of Record

Amy Wright

AMBRE BLENDS

Print: Aug 25, 2010

77449977

DESIGN MARK

Serial Number

77449977

Status

REGISTERED

Word Mark

PAÑPURI

Standard Character Mark

Yes

Registration Number

3629768

Date Registered

2009/06/02

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Puri Company Limited CORPORATION THAILAND Phaholyothin Rd.,
Samsaennai, Phayathai Bangkok 10400 THAILAND

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
hair care preparations, namely, shampoos, hair cleansers, hair washes,
hair detoxifiers, and hair conditioners, moisturizing spray and hair
sculpting gels, hair coloring preparations, and hair waving lotions;
Skin care preparations, namely, soaps, skin moisturizers, skin toners,
skin cleansing preparations, skin lotions, beauty masques and skin
astringents for cosmetic purposes, shaving creams, shower gels;
Personal hygiene preparations, namely, total body cleaning
preparation, toilet water, perfumes and colognes, massage oils and
lotions; Essential oils and oil mists for personal use; Skin creams,
skin lotions, skin emollients, moisturizing body oils and lotions, lip
balms, face and body scrubs, body washes, skin detoxifiers and skin
polishes; Hand lotions, creams and cleansers; Foot scrubs and creams.
First Use: 2003/10/01. First Use In Commerce: 2003/10/01.

Prior Registration(s)

3519247

Print: Aug 25, 2010

77449977

Translation Statement

The foreign wording in the mark translates into English as "palace of wisdom".

Filing Date

2008/04/16

Examining Attorney

FENNESSY, EDWARD

Attorney of Record

Iliya M. Fridman, Esq.

PAÑPURI

Print: Aug 25, 2010

77534976

DESIGN MARK

Serial Number

77534976

Status

REGISTERED

Word Mark

TAHE

Standard Character Mark

No

Registration Number

3586540

Date Registered

2009/03/10

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Distribuciones Magaña, S.L. SOCIEDAD DE RESPONSABILIDAD LIMITADA (SL)
SPAIN Parc. 8/3 Poligono Ind. Oeste, c/ Paraguay San Gines (Murcia)
SPAIN 30169

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
After-shave lotions; Artificial eyelashes; Artificial fingernails;
Astringents for cosmetic purposes; Bath gel; Bath oil; Bath powder;
Beauty masks; Body cream; Body oil; Body powder; Cold cream; Cologne;
Cosmetic pencils; Cosmetics; Cosmetics, namely, compacts; Cotton for
cosmetic purposes; Cuticle removing preparations; Dentifrices;
Deodorant soap; Depilatory creams; Eye cream; Eye make-up; Eye make-up
remover; Eye shadow; Eyeliners; Face powder; Hair bleaching
preparations; Hair care preparations; Hair conditioners; Hair creams;
Hair lotions; Hand cream; Hand soaps; Lip balm; Lipstick; Mascara;
Nail care preparations; Nail cream; Nail polish; Nail polish remover;
Night cream; Non-medicated bath salts; Perfume; Perfumery; Personal
deodorants; Shampoos; Shaving balm; Shaving cream; Skin cleansing
lotion; Skin cream; Skin moisturizer; Skin soap; Sun tan lotion; Sun
tan oil; Sun-tanning preparations; Wax stripping preparations; Wrinkle
removing skin care preparations. First Use: 2001/08/01. First Use In

Print: Aug 25, 2010

77534976

Commerce: 2005/02/01.

Prior Registration(s)

2778990;2977371

Description of Mark

The mark consists of the stylized word "TAHE" with a dot inside the letter "E" .

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2008/07/30

Examining Attorney

RITTNER, HANNO

Attorney of Record

Laurel V. Dineff

Tahé

Print: Aug 25, 2010

77719583

DESIGN MARK

Serial Number

77719583

Status

REGISTERED

Word Mark

LIFELOGIC

Standard Character Mark

Yes

Registration Number

3774239

Date Registered

2010/04/13

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

SECCO Technologies, LLC LIMITED LIABILITY COMPANY NORTH CAROLINA 4064
Colony Road Suite 150 Charlotte NORTH CAROLINA 28211

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Cosmetic and skin care products, namely, hand and body soaps, lotions,
creams, cleansers, scrubs, shampoos, perfume oils, medicated soaps,
wipes and tissues impregnated with cleaning preparations for skin and
hands, non-medicated skin care preparations, bar soap, and gift sets
comprised primarily of non-medicated skin and hair preparations.
First Use: 2008/01/00. First Use In Commerce: 2008/01/00.

Goods/Services

Class Status -- ACTIVE. IC 005. US 006 018 044 046 051 052. G & S:
Antibacterial alcohol skin sanitizer mist; hand and body antiseptics
for consumer and professional use; medicated shampoo; medicated skin
care preparations. First Use: 2008/01/00. First Use In Commerce:
2008/01/00.

Filing Date

2009/04/22

Print: Aug 25, 2010

77719583

Examining Attorney
TOOLEY, DAVID

Attorney of Record
Kathryn A. Gromlovits

LIFELOGIC

Print: Aug 25, 2010

77734851

DESIGN MARK

Serial Number

77734851

Status

REGISTERED

Word Mark

VELVET GARDENS

Standard Character Mark

Yes

Registration Number

3727850

Date Registered

2009/12/22

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Joni L. Savage DBA Velvet Gardens LLC INDIVIDUAL UNITED STATES 101
Buffalo Trail Somers MONTANA 59932

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Aromatherapy body care products, namely, body lotion, shower gel,
cuticle cream, shampoo, conditioner, non-medicated lip balm, soap,
body polish, body and foot scrub and non-medicated foot cream; Beauty
creams for body care; Body and beauty care cosmetics; Colognes,
perfumes and cosmetics; Cosmetic creams for skin care; Cosmetic
preparations for body care; Cosmetic preparations for skin renewal;
Cosmetics and make-up; Cosmetics in general, including perfumes; Face
creams for cosmetic use; Lotions for face and body care; Non-medicated
preparations all for the care of skin, hair and scalp; Non-medicated
skin care preparations, namely, creams, lotions, gels, toners,
cleansers and peels; Non-medicated skin creams; Skin and body topical
lotions, creams and oils for cosmetic use; Skin care preparations,
namely, body balm; Skin care products, namely, non-medicated skin
serum; Skin cleansers; Skin cleansing cream; Skin conditioners; Skin
creams; Skin creams in liquid and in solid form; Skin lotions; Skin
masks; Skin moisturizer; Skin soap; Skin toners; Solid powder for

Print: Aug 25, 2010

77734851

compacts; Toners; Wrinkle-minimizing cosmetic preparations for topical facial use. First Use: 2003/05/01. First Use In Commerce: 2005/05/12.

Filing Date

2009/05/12

Examining Attorney

TOOLEY, DAVID

VELVET GARDENS

Print: Aug 25, 2010

77833056

DESIGN MARK

Serial Number

77833056

Status

REGISTERED

Word Mark

REAL NATURAL & ORGANIC

Standard Character Mark

No

Registration Number

3836960

Date Registered

2010/08/24

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

Hinch, Nannette Barich INDIVIDUAL UNITED STATES 2025 Pinecrest Drive
San Martin CALIFORNIA 95046

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Organic personal care products, namely, age spot reducing creams,
aromatherapy body care products, namely, body lotion, shower gel,
cuticle cream, shampoo, conditioner, non-medicated lip balm, soap,
body polish, body and foot scrub and non-medicated foot cream, bath
and shower gels and salts not for medical purposes, bath salts, beauty
serums, body butter, body cream soap, body creams, body deodorants,
body lotions, body mask cream, body masks, body oils, body scrub, body
spray used as a personal deodorant and as fragrance, body sprays, body
washes, cleansing milk, colognes, perfumes and cosmetics,
conditioners, cream soaps, deodorants for body care, essential oils,
essential oils for use in the manufacture of scented products,
exfoliant creams, eye cream, eye gels, face and body creams, face and
body lotions, face milk and lotions, facial beauty masks, facial
cleansers, facial cleansing milk, facial concealer, facial creams,
facial lotion, facial masks, facial scrubs, facial washes, foam
cleansers for personal use, foot scrubs, fragrances and perfumery,

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77833056

hair shampoos and conditioners, hand creams, lip balm, make-up removing milk, gel, lotions and creams, massage oils, night cream, non-medicated anti-aging serum, scented body lotions and creams, scented body spray, shower and bath gel, skin care preparations, namely, body balm, skin care preparations, namely, fruit acid peels for skin, skin care products, namely, non-medicated skin serum, sun care lotions, toning lotion, for the face, body and hands, all of the foregoing being organic. First Use: 2008/03/17. First Use In Commerce: 2008/03/17.

Prior Registration(s)
2025212

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NATURAL & ORGANIC" APART FROM THE MARK AS SHOWN.

Description of Mark

The mark consists of a capitalized letter "R" and smaller capitalized letters "E", "A" and "L"; a capitalized letter "N" and lower-case letters "a", "t", "u", "r", "a", "l"; an ampersand; and a capitalized letter "O" and lower-case letters "r", "g", "a", "n", "i", "c".

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2009/09/23

Examining Attorney

STIGLITZ, SUSAN

REAL
Natural & Organic

To: MG ICON LLC (atarshis@iconxbrand.com)
Subject: U.S. TRADEMARK APPLICATION NO. 85036126 - MATERIAL GIRL
N/A
Sent: 8/25/2010 12:43 PM
Sent As: ECOM109@USPTO.GOV
Attachments:

**IMPORTANT NOTICE REGARDING YOUR TRADEMARK
APPLICATION**

Your trademark application (Serial No. 85036126) has been reviewed. The examining attorney assigned by the United States Patent and Trademark Office ("USPTO") has written a letter (an "Office action") on 8/25/2010 to which you must respond (*unless the Office letter specifically states that no response is required*). Please follow these steps:

1. Read the Office letter by clicking on this [link](http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=85036126&doc_type=OOA&)
http://tmportal.uspto.gov/external/portal/tow?DDA=Y&serial_number=85036126&doc_type=OOA&
OR go to <http://tmportal.uspto.gov/external/portal/tow> and enter your serial number to access the Office letter. If you have difficulty accessing the Office letter, contact TDR@uspto.gov.

PLEASE NOTE: The Office letter may not be immediately available but will be viewable within 24 hours of this e-mail notification.

2. Contact the examining attorney who reviewed your application if you have any questions about the content of the Office letter (contact information appears at the end thereof).

3. Respond within 6 months, calculated from 8/25/2010 (*or sooner if specified in the Office letter*), using the Trademark Electronic Application System (TEAS) [Response to Office Action form](#). If you have difficulty using TEAS, contact TEAS@uspto.gov.

ALERT:

Failure to file any required response by the applicable deadline will result in the [ABANDONMENT](#) (loss) of your application.

Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses.

Exhibit G

PTO Form 1478 (Rev 9/2006)
OMB No. 0651-0009 (Exp 12/31/2011)

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85116651

Filing Date: 08/26/2010

NOTE: Data fields with the * are mandatory under TEAS Plus. The wording "(if applicable)" appears where the field is only mandatory under the facts of the particular application.

The table below presents the data as entered.

Input Field	Entered
TEAS Plus	YES
MARK INFORMATION	
*MARK	MATERIAL GIRL
*STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	MATERIAL GIRL
*MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	MG ICON LLC
*STREET	1450 Broadway
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	10018

EMAIL ADDRESS	atarshis@iconixbrand.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
LEGAL ENTITY INFORMATION	
*TYPE	LIMITED LIABILITY COMPANY
*STATE/COUNTRY WHERE LEGALLY ORGANIZED	Delaware
GOODS AND/OR SERVICES AND BASIS INFORMATION	
*INTERNATIONAL CLASS	020
IDENTIFICATION	Accent pillows; Bath pillows; Bed pillows; Pillows
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	021
IDENTIFICATION	Bathroom pails; Holders for toilet paper; Soap holders; Toothbrush holders
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	024
IDENTIFICATION	Bath linen; Bath sheets; Bath towels; Beach towels; Bed blankets; Bed sheets; Blanket throws; Comforters; Coverlets; Curtains; Dust ruffles; Duvet covers; Duvets; Hand towels; Pillow cases; Pillow shams; Quilt covers; Quilts; Sheet sets; Shower curtain liners; Shower curtains; Towels
*FILING BASIS	SECTION 1(b)
*INTERNATIONAL CLASS	027
IDENTIFICATION	Area rugs; Bath mats; Non-slip bath tub mats; Rugs
*FILING BASIS	SECTION 1(b)
ADDITIONAL STATEMENTS INFORMATION	
*TRANSLATION (if applicable)	
*TRANSLITERATION (if applicable)	
*CLAIMED PRIOR REGISTRATION	

(if applicable)	
*CONSENT (NAME/LIKENESS) (if applicable)	
*CONCURRENT USE CLAIM (if applicable)	
CORRESPONDENCE INFORMATION	
*NAME	Andrew R. Tarshis
FIRM NAME	Iconix Brand Group, Inc.
*STREET	1450 Broadway
*CITY	New York
*STATE (Required for U.S. applicants)	New York
*COUNTRY	United States
*ZIP/POSTAL CODE	10018
*EMAIL ADDRESS	atarshis@iconixbrand.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
NUMBER OF CLASSES	4
FEE PER CLASS	275
*TOTAL FEE PAID	1100
SIGNATURE INFORMATION	
* SIGNATURE	/atarshis/
* SIGNATORY'S NAME	Andrew R. Tarshis
* SIGNATORY'S POSITION	EVP
* DATE SIGNED	08/26/2010

Trademark/Service Mark Application, Principal Register

TEAS Plus Application

Serial Number: 85116651

Filing Date: 08/26/2010

To the Commissioner for Trademarks:

MARK: MATERIAL GIRL (Standard Characters, see mark)

The literal element of the mark consists of MATERIAL GIRL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, MG ICON LLC, a limited liability company legally organized under the laws of Delaware, having an address of

1450 Broadway

New York, New York 10018

United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 020: Accent pillows; Bath pillows; Bed pillows; Pillows

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

For specific filing basis information for each item, you must view the display within the Input Table.

International Class 021: Bathroom pails; Holders for toilet paper; Soap holders; Toothbrush holders

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

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International Class 024: Bath linen; Bath sheets; Bath towels; Beach towels; Bed blankets; Bed sheets; Blanket throws; Comforters; Coverlets; Curtains; Dust ruffles; Duvet covers; Duvets; Hand towels; Pillow cases; Pillow shams; Quilt covers; Quilts; Sheet sets; Shower curtain liners; Shower curtains; Towels

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

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International Class 027: Area rugs; Bath mats; Non-slip bath tub mats; Rugs
Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

Correspondence Information: Andrew R. Tarshis

1450 Broadway
New York, New York 10018
atarshis@iconixbrand.com (authorized)

A fee payment in the amount of \$1100 has been submitted with the application, representing payment for 4 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /atarshis/ Date Signed: 08/26/2010
Signatory's Name: Andrew R. Tarshis
Signatory's Position: EVP

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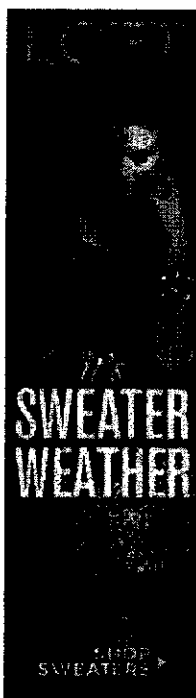
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MATERIAL GIRL

Exhibit H

It's Official, Madonna will Launch a Material Girl Fragrance in 2011 {Fragrance News} {... Page 1 of 5

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It's Official, Madonna will Launch a Material Girl Fragrance in 2011 {Fragrance News} {Celebrity Perfume}



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It has long been rumored that an upcoming Madonna fragrance was a possibility. In the fall of 2007 the singer was already reported to be shopping around for a perfume deal. Meanwhile Mya had put out a series of Madonna Nudes 1979 scents over which she has had no control as the photographs of Martin Schreiber came back from the past.

But today, the Iconix Brand Group Inc, have announced that the Material

Daily Make Over

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Girl fashion collection which will be developed by Madonna, her daughter Lourdes Leon and the in-house fashion team, will also comprise beauty products and a fragrance in the beginning of 2011...

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Posted by Marie-Helene "May" Wagner on March 10, 2010 | [Permalink](#)

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LATEST COMMENTS

Richard on Kim Kardashian Eau de Parfum (2010): Bombshell White Floral with a Touch of Sorrow {Perfume Review} {Celebrity Fragrance} : Your p videos are fantastic Kim. I'm sure these products are fantastic ...

Marie-Helene "May" Wagner on Jennifer Lopez Love and Glamour (2010): One More Peachy Fruity-Floral, and Counting {Fragrance Review} {Celebrity Perfume} : Yes, a body spray is a good analogy :)

supermanjonjon@yahoo.com on Jennifer Lopez Love and Glamour (2010): One More Peachy Fruity-Floral, and Counting {Fragrance Review} {Celebrity Perfume} : Yeah I was rather disappointed with Love & Glamour. I was not ...

Marie-Helene "May" Wagner on Ambre et Diamant Noir by Ambregris {Perfume Review & Musings} : I hope you don't mind, but I thought it was worthwhile to ...

Marie-Helene "May" Wagner on Lorenzo Villorosi Iperborea (2010) & New e-Boutique for the Master-Perfumer from Florence {New Perfume} {Scented Paths & Fragrant Addresses} : Thank you for dropping by. Yes, there is, I am sure, a ...

Fruitful on Lorenzo Villorosi Iperborea (2010) & New e-Boutique for the Master-Perfumer from Florence {New Perfume} {Scented Paths & Fragrant Addresses} : Thankyou for this post. I stumbled across it searching for somewhere to ...

Joseph De Stefano on Ambre et Diamant Noir by Ambregris {Perfume Review & Musings} : this scent is very refined and speaks of a complex and sophisticated ...

Marie-Helene "May" Wagner on Yves Saint Laurent Belle d'Opium (2010): Sacrificed {Fragrance Review} : Thanks -

- Unage Bariéderm Cream is Like ...
- Olay Definity Self Repair Serum: ...

- It was a bit of ease of seeing the king ...

Jay R. on Yves Saint Laurent Belle d'Opium (2010): Sacrificed {Fragrance Review} : Wow am I disappointed. I was so much looking forward to Belle ...

Marie-Helene "May" Wagner on John Galliano Parlez-Moi d'Amour (2010): Write me a Love Letter {New Fragrance} {Celebrity Perfume} : Yes, let's cross fingers and hope it's not a condescending composition ...

John Pals on John Galliano Parlez-Moi d'Amour (2010): Write me a Love Letter {New Fragrance} {Celebrity Perfume} : I love Turkish rose essences scent. I hope there will be more ...

Marie-Helene "May" Wagner on Guess by Marciano (2008) {New Fragrance} : It's different, much more amberly and warm while Versace Bright Crystal ...

Marie-Helene "May" Wagner on Hermès Launch New Hermessence: Iris Ukiyoé (2010) {New Fragrance} : Come back for the review! :

arch.memory on Hermès Launch New Hermessence: Iris Ukiyoé (2010) {New Fragrance} : OMG, I think I'm hyperventilating! I can't wait to try this!!!

Marie-Helene "May" Wagner on Perfume Review & Musings: Zibeline by Weil : Linda, A Zibeline by Weil has been re-edited this year. You can ...

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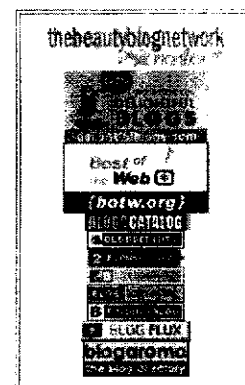
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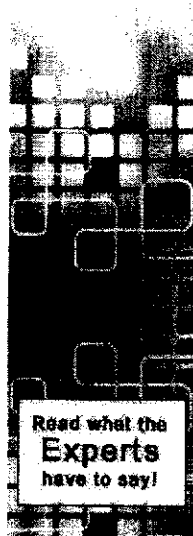
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FAST COMPANY.COM

Where ideas and people meet

Madonna Inks Teenage Fashion, Perfume Deals, Beats World to "Material Girl" Joke

BY ADDY DUGDALE Fri Mar 12, 2010



Anything that Stella McCartney can do, Madonna Louise Veronica Ciccone Penn Ritchie Insert Your Name Here obviously feels she can do better. She's just inked a deal with Iconix Brand Group that will see her children that will be sold at Macy.

The MG Icon range (that's Material Girl) will cost between \$12 and \$40 and comprise of back-to-school handbags, and jewelry. It'll be interesting to know which of her looks the once-chameleonic star will

RSS Those of you who feel too old to be able to really work the look will have to wait for the singer's fragrance released sometime next year. As to what it will smell like--money, a virgin?--well, your guess is as good as mine.

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Two 'Material Girls'

By PAUL THARP

Last Updated: 4:20 AM, March 11, 2010

Posted: 1:27 AM, March 11, 2010

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Look out, Ralph and David Lauren — there's a new parent-child fashion team about to walk the runway.

The father-son team behind Polo Ralph Lauren will now be joined by Madonna and her 13-year-old daughter Lourdes, who yesterday announced they will be launching a teen fashion line called Material Girl this August, just in time for back-to-school.

The collection, whose name is borrowed from Madonna's popular 1985 hit single of the same name, will be available in August at Macy's, and will feature clothing, shoes and accessories such as handbags and jewelry, all at affordable prices. Additional plans call for Material Girl to launch a fragrance next year.



DAVE ALLOGA/STARPIX

FAMILY AFFAIR: Madonna and her daughter Lourdes will be launching a teen clothing line called "Material Girl," in August.

The mother-daughter line will be operated out of a newly created joint venture called MG Icon LLC, which is a joint venture owned by Iconix Brand Group and an entity run by Madonna and Guy Oseary, the singer's manager. In addition to pursuing the Material Girl brand, MG Icon will also look to acquire other brands.

In describing the line, MG Icon said that Madonna and her daughter, who has emerged as a style maven in her own right, worked with an Iconix team to come up with clothing.

"Joining forces with Iconix to bring my fashion ideas to consumers is very exciting for me," the material girl said in a statement, adding that she "looks forward to working closely" with Iconix "to create and translate my vision and ideas for MG Icon."

Added Iconix boss Neil Cole, "We are excited to announce the first in a series of new brands that will be developed under our partnership with Madonna. Material Girl has a powerful retail partner in Macy's and we look forward to working together to deliver an innovative launch for our consumers."

Material Girl joins a long list of brands in the Iconix stable, including Badgley Mischka, which it bought in 2004, along with Mossimo and Ed Hardy. paul.tharp@nypost.com

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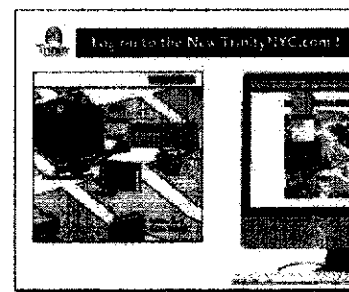
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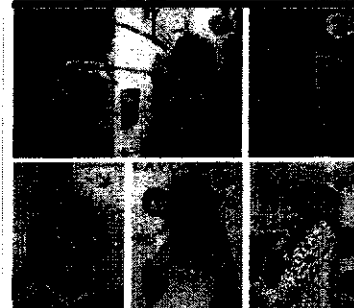
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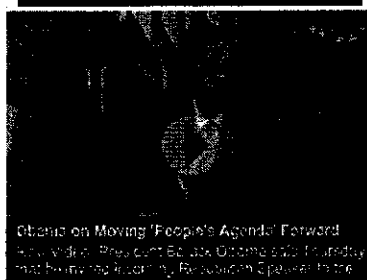
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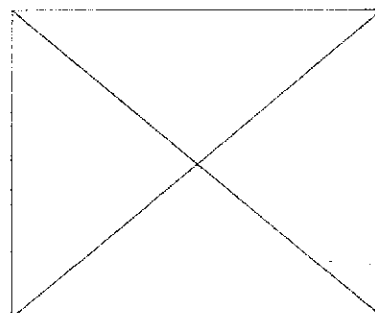
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